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Consumer Preference Coca Cola Versus Pepsi-ColaCoca Cola & Pepsi-cola. This Research Paper Is Basically A Comparative Study Of Two Well Known Competitors In Beverage Industry Of Pakistan Which Are Pepsi Cola & Coca Cola. The Primary Purpose Of This Paper Is To Find Out Which Company Is Leading The Market. This Research Required Us To C May 3th, 2024Coca-Cola Or Pepsi; That Is The QuestionTitle: Coca-Cola Or Pepsi; That Is The Question – A Study About Different Factors Affecting Consumer Preferences Background: Today, Advertising Is A Multi-billion Industry, Employing Hundreds Of Thousands Of People And Affecting Billions Of Peo Jun 2th, 2024Estimating Coke And Pepsi's Price And Advertising StrategiesAdds Restrictions From Game Theory. We Use These Methods To Estimate The Pricing And Adver-tising Strategies Of Coca-Cola And Pepsi-Cola. Unlike Most Previous Empirical Studies Of Oligopoly Behavior, We Do Not Assume That Firms Use A Single Pure Strategy Jan 2th, 2024.

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